

[1. Paula's Perspective](#)[2. Megan's Message](#)[3. Annual Compliance](#)[4. Reauthorized Training](#)[5. Companies with WIC Certified Trainers](#)[6. Incident Reporting](#)[7. Minimum Stock at a Glance](#)[8. Next Retailers' Advisory Meeting \(RAM\)](#)[9. ASK ALEX](#)[10. Quarterly FOCUS](#)[11. Important Links](#)

### Paula's Perspective

Spring is a time for new beginnings...

During the past six months, Virginia WIC Program (VDH) embarked on a collaborative project with the Virginia Department of Social Services (DSS), the Center on Budget and Policy Priorities (CBPP) and Benefits Data Trust (BDT) to pilot data matching with SNAP and/or Medicaid to identify WIC eligible families that are not participating in the WIC program.

This was a new effort to identify WIC eligible families. We worked together in a series of meetings and created a data sharing agreement. The VDH sent a data set of all active participants to DSS for matching with individuals who are receiving SNAP, TANF and/or Medicaid. The identified individuals were contacted with targeted text-based outreach. The targeted group was given the opportunity to participate by notifying BDT through two-way texts. The text allowed them to decide how the interaction would be made. They would contact the program or VDH would reach out to them.

The outreach efforts lasted for twelve (12) consecutive weeks for initial communication and four (4) weeks of secondary follow-up. Currently, we are in the evaluation phase to discern the effectiveness of the project. In addition, we are looking to the next steps for this collaborative relationship. Each agency has worked very hard to ensure the success of this venture.

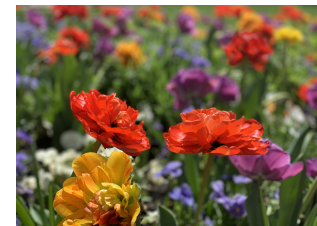
Please remember.....all the flowers of all the tomorrows are in the seeds of today.

**Paula Garrett, MS, RD**

*Division Director*

*Division of Community Nutrition*

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### Megan's Message

Happy New Year from the Virginia WIC Program! We are happy to report the 2020 Virginia WIC Food Lists have



been printed and delivered to our storage warehouse. Our local agency WIC clinics have received their initial allotment of food lists and have begun handing them out to participants – so you will start to see them this month! Shipments to retailers has started, so please be on the look out for your starter packet. Electronic versions of the food lists can be located here: [2020 WIC Food List](#) (both in English and Spanish). As you can see, the layout is very similar to the previous food list with slight coloring changes making it easy to identify which lists are the most current. The current English food list will appear with a blue text ribbon and the Spanish version will have the same format in orange (previous version was in green). Please report any feedback on the content, layout, or design that you may have to help us improve on future food lists.

Thanks!



**Megan Nason, MS, RD**

Virginia WIC Program Manager

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## Annual Compliance

Annually, the Virginia WIC Program publishes a compliance and program integrity reminder. This document has important information for WIC stores and corporate contacts regarding the compliance monitoring functions performed by the WIC Program. We recommend that you carefully review all available resources mentioned in the document and on-line at [Resources – WIC Retailers](#)

## Reauthorized Training

Effective September 30, 2020, the existing contracts for WIC authorized retailers in the Virginia WIC Program will expire. The new contract period is October 1, 2020 through September 30, 2023. All authorized retailers must receive Contract Reauthorization Training and sign a new Retailer Agreement for the new contract period before the August 7, 2020 deadline.

## Companies with WIC Certified Trainers

Online webinars will be held for WIC Certified Trainers of multi-store companies and their corporate office staff. These webinars will provide management information and instructions on training their individual stores. Information will also be provided on receiving and submitting the new Retailer Agreements. The webinars are scheduled for:

Wednesday, April 1, 2020 10:00 am – 11:00 am EST.	Tuesday, April 7, 2020 2:00 pm – 3:00 pm EST.
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## Companies without WIC Certified Trainers

Starting in June 2020, the State WIC Office will offer multiple online webinar training sessions for independent stores and company “multi-stores” without certified trainers, to satisfy the training requirement. The webinars are scheduled for:

Tuesday, June 16, 2020 10:00 am – 11:30 am EST.	Wednesday, June 24, 2020 1:30 pm – 3:00 pm EST.	Thursday, July 16, 2020 10:00 am – 11:30 am EST
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The primary email contact in your store's WIC account will receive a webinar invitation to register online for one of the live webinars. Registration will require the store's WIC authorization number, which is the WIC identification number (WIC ID#).

Please register today for 2020 Authorized Retail Store Training. [Register Goto Webinar](#)

**IMPORTANT:** If you have questions regarding your WIC authorization status please contact your corporate headquarters or [WIC Vendor Liaison](#).

## Incident Reporting

The Retailer [Complaint and Incident Form](#) and [instructions](#) are located on Virginia WIC retailer's website. Please contact your WIC Vendor Liaison with any questions. The Vendor team directory [click here](#).

## Minimum Stock at a Glance

The State WIC office (SWO) has created an easy-to-read, one-page chart to help retailers understand the minimum stocking and shelf label requirements. Please refer to the policy document in the retailer manual for more details.

Below is a sample of the document. [Click here](#) for direct link.

Example of part of the document:

### Virginia WIC Minimum Stocking

The minimum stocking requirement (MSR) must be met at all times. The products must be in the store during normal business hours. Expired foods do not count toward the requirement.

Use the Approved Product List (APL) and the Approved Food List to determine approved brands, varieties, and UPCs that may be used to meet the MSR. View the official requirement document:

Item	Type	Size	Variety	Quantity	Shelf Label Required
Milk	1% OR Fat Free	Gallons, ½ gallons, quarts	2 sizes	5 gallons	Yes
Cheese	Sliced American	16 oz	-	1 pkg	Yes
	Block Cheddar			1 pkg	Yes
Eggs	Large, White A or AA	Dozen	-	2 pkg	
Beans	Dry	16 oz	-	2 pkg	
	Canned	15-16 oz	-	8 cans	
Peanut Butter	Any approved	16-18 oz	-	2 containers	Yes
Cereal	Non-whole grain	12-36 oz	-	24 oz total	Yes
	Whole grain	12-36 oz cold 11.8-12 oz hot	2 types	48 oz total	Yes
Frozen Juice	Single flavored: apple orange, grapefruit, grape	12 oz	2 flavors	2 containers total	Yes

This document can be used to prepare you for your next monitoring visit.

How to prepare for monitoring visits:

1. Be sure you have all products (review MSR)
2. Locate your store's WIC binder (3-ring binder) and inform staff
3. Check all registers for WIC Food List 2020 and Formula Flyer
4. Check all mandatory WIC labels ( MSR at a glance document and WIC Food List 2020 for product details)

## Next Retailers' Advisory Meeting (RAM)

The next Retailer Advisory Meeting is scheduled for **Thursday April 23, 2020 at 2:00 PM** (1:50 PM Roll Call). Call in details are 866-845-1266 x 76976587. The agenda will be emailed prior to the call, please send an email request to [Amy.Romero@vdh.virginia.gov](mailto:Amy.Romero@vdh.virginia.gov) to be added to the email list. The meetings are scheduled quarterly and generally last less than an hour and provide an opportunity for State WIC office to have two-way, direct communication with our Retailer partners. Minutes from previous meetings are available at the top of our Retailer [Resources](#) webpage.

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## **Ask Alex**

**Q. When does the 2020 Food List become effective?**

**Answer:** January 1, 2020

The 2020 Food List starter packets will be shipped directly to WIC retailers starting in March.

**Q. Do I need to replace the current Infant Formula Flyer?**

**Answer:** No, There were no changes to the current Infant Formula Flyer.

**Q. What WIC literature do I need at the register?**

**Answer:** WIC Food List 2020 and Infant Formula Flyer should be at each eWIC register.

**Q. If you are the only independent store in your peer group in your zip code, are you compared to the larger stores in your area for reimbursement?**

**Answer:** No, your store is compared to stores in your peer group.

**Alex Acharya**

WIC Vendor Manager

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## **Quarterly Focus**

### **WIC Food List 2020 Distribution Details**

The 2020 WIC Food Lists shipments has begun. The Food List starter packets have shipped from a third party to each retailer. Please look for your shipment with this label by April 1, 2020. If additional copies are needed please the [Retailer Supply Request Form](#) or [Web Form](#). Document downloads can be found on our [WIC Resources website](#).



This new food list has the same food categories and products as the 2018 version and there are no major changes to the allowable foods. The Whole Grains and Breakfast Cereal categories were updated with the current product pictures.

### **INSTRUCTIONS for placement of the WIC Food List 2020**

1. Discard all outdated WIC Food Lists (2018 and before)
2. Keep the Infant Formula Flyer (no changes to current)
3. Place one English and one Spanish version in your WIC binder
4. Place one 2020 Food List and Formula Flyer at each register.

All new approved UPCs have been approved and active in the current VA APL file.

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### [Important Links](#)

Find important links and Virginia WIC contact information [here](#).

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